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An Introduction To

Bubble PROTOCOL
The internet has grown and evolved at an astonishing rate. It has brought with it extraordinary feats of creativity and innovation that we use every day.

Unfortunately, the architecture and business models that evolved over the last two decades have left us exposed to serious privacy breaches that threaten our autonomy. Our personal data is now out of reach and out of our control.

The internet, though, is fighting back. Recent advances in cryptography, blockchain technology and the internet are enabling Web3 privacy technology to catch up with our demand for data-driven services.

Despite great progress and great promise, the Web3 experience is far from simple for everyday users and the technology requires a paradigm shift that is costly and risky for organisations to embrace.

We believe that a practical, hybrid development stack is needed to help bridge the gap between Web2 and Web3 so that we can build a wide range of decentralised applications and regain control of our privacy fast.
Bubble Protocol is a privacy focused Web3 technology stack designed to help developers and organizations deliver secure DApps and online experiences that are accessible to everyday users.

By taking a pragmatic, engineering-focused approach to the problem of delivering usable Web3 technology, Bubble Protocol acts as a stepping-stone for developers and organisations to step lightly towards a fully decentralised web without needing their user base to adopt a complete change of paradigm.

Bubble Protocol consists of four initiatives:

The core stack consists of Bubble ID – a self-sovereign identity solution based on our unique Proxy ID protocol – and Bubble FS – a hybrid private off-chain data storage layer.

Supporting the core are the Bubble Services – optional edge services that developers can use to deliver a smooth user experience and familiar Web2 feel.

Finally, Bubble Privacy is a research and development initiative to spearhead privacy, identity verification and data monetisation innovation on top of the Bubble Protocol.
Everyday Digital ID

Making decentralized applications usable for non-crypto users is the holy grail of crypto.

For any decentralised application to successfully penetrate the mass market, it must be simple and intuitive for users unfamiliar with Web3 tech.

Bubble ID simplifies the user experience, making decentralized applications accessible to users not familiar with wallets, keys, transactions and blockchains. It creates an intuitive identity management experience that frees DApp developers to concentrate on a quality user experience for all users.

Thanks to Bubble Protocol’s secure on-chain Proxy ID protocol, Bubble ID gives users anonymous, decentralised online personas, each with single sign-on (SSO), identity verification, payment wallet and data monetisation capabilities that can be used seamlessly across their DApps and devices.

It frees developers to build any type of DApp by removing the need to request permission from a central wallet for every signature, instead letting the DApp act as a proxy for the user’s persona under strict roles enforced on-chain.

Bubble ID’s user dashboard wallet lets users manage their DApps and personas, and opens them up to a marketplace of Web3-connected DApps. Bubble ID’s browser extension, Bubble Pass, authenticates the user within web pages to replace online accounts and to access NFT or paywalled content.
Decentralized storage networks like IPFS are critical Web3 building blocks. However, there are significant hurdles to overcome before they will be trusted with sensitive data.

Existing networks have their strengths and weaknesses, each compromising on access speed, data longevity, cost and security. Developers must therefore choose their off-chain storage layer carefully to suit their application.

Furthermore, the concept of storing private data on a public network is counterintuitive. It will take time for users and organizations to trust an open network with their personal or commercial files, and it is far from certain that encrypted data held in the public domain for decades or longer will remain secure.

Bubble FS meets Web2 and Web3 halfway with a unique hybrid storage solution powered by our Smart Data Access protocol. Smart contracts combine with private storage servers and digital identity to hold data in protective 'bubbles' – off-chain containers of files and directories protected by on-chain service level agreements with fine access controls.

Bubbles allow data to be held on home servers, cloud servers, private company servers or decentralized storage networks while making it available to DApps through Web3 authenticated access controls. In addition, a bubble’s interactive on-chain service level agreement creates unique innovation opportunities for developers and entrepreneurs in the areas of privacy and data monetization.
A Web2-like User Experience

De-Fi and NFTs dominate the DApp space. Only DApps that offer a sufficient ideological or financial motive have so far managed to attract users to go through the pain of learning a new paradigm.

In principle, any Web2 service can be replaced by a much simpler Web3 DApp, improving privacy and offering new opportunities for innovation. However, despite great promise, decentralised applications have not, on the whole, demonstrated themselves to be viable alternatives to Web2 services. Wallets and keys are confusing for the average user. Buying crypto is complicated. Private keys cannot be recovered if lost. These are fatal barriers to entry for the average user and so restrict the types of DApps that developers can feasibly bring to market.

There are efforts within the crypto community to solve these problems in a decentralised way and some centralized services already exist. Some of these projects are mature while others will hopefully mature over the coming years.

In the meantime, the Bubble Services initiative exists to help developers building DApps on Bubble Protocol to onboard everyday users by providing a pragmatic mix of new and existing decentralized and centralized services that simplify the user experience, such as in-DApp credit card payments, backup services, connect services and services that let DApp developers pay for their customers’ transactions.
Privacy Innovation

The promise of decentralization to give back data sovereignty is compelling, as are the entrepreneurial opportunities that Web3 technology brings. However, progress has been slow. The purpose of Bubble Protocol is to give developers the opportunity to build all kinds of Web3 applications that can bring real-world benefits to users and organizations today.

The Bubble Privacy initiative builds on the unique innovations of the other three to explore new opportunities in privacy compliance, authentication, data monetization and decentralized applications.

From Bubble Protected User Accounts and consent management to auditable verified credentials and over-the-counter proof of ID, Bubble Privacy is innovating to minimize personal data exposure and give individuals control over their data.

With Bubble Services and the dynamic on-chain access controls enabled by Bubble FS’s private off-chain bubbles, Bubble Privacy is exploring data monetization and paywall applications.

Finally, Bubble Privacy is experimenting with innovative decentralized social media and communications applications that inherently protect users’ data from exploitation.
A Passion For Engineering

Bubble Protocol was founded by a team of highly experienced engineers with a history of developing and assuring high integrity, safety critical software. We are used to building quality out-of-the-box solutions to real world problems.
The Bubble DAO

The Bubble DAO will give token holders governance over strategic project decisions and the allocation of funds to staking rewards, grants and user incentives.

**Governance**
BBL token holders will govern the distribution of project and strategic reserve funds and profits, as well as manage strategic decisions to guide the project.

**Staking**
Token holders can stake BBL tokens to earn a proportion of profits allocated by the DAO. Developers and organizations can stake BBL tokens to get a discount on Bubble Services and the Bubble Private Cloud.

**Grants & Incentives**
Grants will be available via the Bubble DAO for developers of DApps and other innovation built on Bubble Protocol. Users of the Bubble Dashboard wallet will earn token rewards and NFTs to incentivise adoption.

**Bubble Economy**
All Bubble Protocol services and DApp innovation will use the BBL token as the primary payment method. Profits from services, DApps and consultancy will be converted to BBL tokens and fed back into the DAO.
The BBL Token

Token Type
ERC20

Total Supply
100,000,000

Hard Cap
$10M

Release Schedule

Token Allocation

ICO 2% Advisors Strategic Reserve Team
10% 15% 40% 30%

2% Pre-ICO

Token economic information is subject to change. This information may or may not reflect accurate information in the future.

In particular, it is highlighted that the Bubble Token: (a) does not have any tangible or physical manifestation, and does not have any intrinsic value (nor does any person make any representation or give any commitment as to its value); (b) is non-refundable and cannot be exchanged for cash (or its equivalent value in any other virtual currency); or any payment obligation by the Company, the Distributor or any of their respective affiliates; (c) does not represent or confer on the token holder any right of any form with respect to the Company, the Distributor or any of their respective affiliates, or its revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property or licence rights), right to receive accounts, financial statements or other financial data, the right to requisition or participate in shareholder meetings, the right to nominate a director, or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to Datona Labs, the Company, the Distributor and/or their service providers; (d) is not intended to represent any rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss; (e) is not intended to be a representation of money (including electronic money), security, commodity, bond, debt instrument, unit in a collective investment scheme or any other kind of financial instrument or investment; (f) is not a loan to the Company, the Distributor or any of their respective affiliates, is not intended to represent a debt owed by the Company, the Distributor or any of their respective affiliates, and there is no expectation of profit; and (g) does not provide the token holder with any ownership or other interest in the Company, the Distributor or any of their respective affiliates. The contributions in the token sale will be held by the Distributor (or their respective affiliate) after the token sale, and contributors will have no economic or legal right over or beneficial interest in these contributions or the assets of that entity after the token sale. To the extent a secondary market or exchange for trading CTSI does develop, it would be run and operated wholly independently of the Company, the Distributor, the sale of Bubble Token and Datona Labs. Neither the Company nor the Distributor will create such secondary markets nor will either entity act as an exchange for Bubble Token.
Learn More

Whitepaper

Website
https://bubbleprotocol.com

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https://datonavault.com/bubble

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